

IAMSLIC WEBSITE REDESIGN CHECKLIST: HOW TO SURVIVE THE RFP/REDESIGN PROCESS

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DO's of the Web site redesign

Management issues:

- 1) Have 2 people as key contacts with the designer for support of continuous communication
- 2) Consider project management software

Request for Proposal (RFP) preparation:

- 1) Consult early with server technical staff for precise technical requirements including guidelines for accommodation of persons with disabilities
- 2) Include requirement for technical documentation and help files for the new web site
- 3) Clearly state required documents to be received or application will not be considered
- 4) Committee chair should draft initial document to provide consistent language, then clearly define sections to be reviewed by committee
- 5) If possible, include bid range to eliminate absurdly high bidders

Memorandum of Understanding (MOU):

- 1) Break up design into discrete smaller units to provide flexible timeline for comments after each new important component is added
- 2) Require the overall "design options" presentation to be midway in the process as this takes lots of time to pick and choose from
- 3) Establish review deadlines for the majority of reviewers well before the final review
- 4) Make Final review period for fine-tuning only

Redesign Testing Phase:

- 1) Have key contacts of the association closely monitor the progress with the designer by phone as well as by e-mail
- 2) Be prepared to learn much more from the designer than they will from you

DON'Ts of the Web site redesign

Management issues:

- 1) Don't assume the bid recipient will stick with you
- 2) Don't change several factors at the same time: server location, domain name, and redesign Break these out over time

Request for Proposal (RFP) preparation:

- 1) Don't forget to "pad" the deadlines as there will be all kinds of unanticipated delays
- 2) Don't leave the RFP up on the web site for more than a few weeks beyond the application deadline
- 3) Don't forget to get quotes for maintenance contracts from the redesign bidders in case the association decides to continue with the bid recipient after project completion

Memorandum of Understanding (MOU):

- 1) Don't forget to include all committee chairs in review deadlines and copy them on the final MOU so that they know of the time commitment
- 2) Don't leave out precise descriptions of who is responsible for coordinating comments versus who should be providing these

Redesign Testing Phase:

- 1) Don't forget to encourage committee members to send comments to all committee members – allows for building on each other's work and avoids duplication
- 2) Don't forget to get out-of-office schedules from all reviewers to enable tracking of when the comment period can be closed
- 3) Don't panic -- the end result is well worth the effort

Completion of Project:

- 1) Don't forget to acknowledge the designer in the web site